

Boat International

DISPLAY ADS

DOUBLE PAGE SPREAD

Bleed size	296mm deep x 466mm wide
Trim size	290mm deep x 460mm wide
Gutter allowance	6mm

FULL PAGE

Bleed size	296mm deep x 236mm wide
Trim size	290mm deep x 230mm wide

(Please be aware the bleed is 3mm. Also all text and logo elements should be at least 7mm inside the advertisement trim edges)

BROKERAGE ADS

DOUBLE PAGE SPREAD

Type area	258mm deep x 430mm wide
Gutter allowance	6mm

FULL PAGE

Type area	258mm deep x 195mm wide
-----------	-------------------------

Boat International US Edition

DISPLAY ADS

DOUBLE PAGE SPREAD

Bleed size	281mm deep x 416mm wide
Trim size	275mm deep x 410mm wide
Gutter allowance	6mm

FULL PAGE

Bleed size	281mm deep x 211mm wide
Trim size	275mm deep x 205mm wide

(Please be aware the bleed is 3mm. Also all text and logo elements should be at least 7mm inside the advertisement trim edges)

BROKERAGE ADS

DOUBLE PAGE SPREAD

Type area	240mm deep x 392mm wide
Gutter allowance	6mm

FULL PAGE

Type area	240mm deep x 182mm wide
-----------	-------------------------

Dockwalk

DOUBLE PAGE SPREAD

Bleed size	280mm deep x 456mm wide
Trim size	274mm deep x 450mm wide
Gutter allowance	6mm

FULL PAGE

Bleed size	280mm deep x 231mm wide
Trim size	274mm deep x 225mm wide

HALF PAGE VERTICAL

Size	249mm deep x 98mm wide
------	------------------------

HALF PAGE HORIZONTAL

Size	122mm deep x 200mm wide
------	-------------------------

QUARTER PAGE BOX VERTICAL

Size	122mm deep x 98mm wide
------	------------------------

QUARTER PAGE BOX HORIZONTAL

Size	59mm deep x 200mm wide
------	------------------------

(Please be aware the bleed is 3mm. Also all text and logo elements should be at least 7mm inside the advertisement trim edges)

** Bleed only applies to DPS and full page ads only*

Dockwalk (classified sizes only)

SIXTH PAGE VERTICAL

Size	108 mm deep x 59mm wide
------	-------------------------

NETWORK PAGE

Size	48mm deep x 59mm wide
------	-----------------------

(Please be aware the bleed is 3mm. Also all text and logo elements should be at least 7mm inside the advertisement trim edges)

*Boat International Russia**

DISPLAY ADS

DOUBLE PAGE SPREAD

Bleed size	300mm deep x 470mm wide
Trim size	290mm deep x 460mm wide
Gutter allowance	6mm

FULL PAGE

Bleed size	300mm deep x 240mm wide
Trim size	290mm deep x 230mm wide

(Please be aware the bleed is 3mm. Also all text and logo elements should be at least 7mm inside the advertisement trim edges)

BROKERAGE ADS

DOUBLE PAGE SPREAD

Type area	258mm deep x 430mm wide
Gutter allowance	6mm

FULL PAGE

Type area	258mm deep x 195mm wide
-----------	-------------------------

*** DO NOT INCLUDE CROP MARKS FOR DISPLAY ADVERTISEMENT PLEASE**

(Please be aware the bleed is 5mm. Also all text and logo elements should be at least 7mm inside the advertisement trim edges)



World Superyacht Awards

DOUBLE PAGE SPREAD

Bleed size	236mm deep x 366mm wide
Trim size	230mm deep x 360mm wide

FULL PAGE

Bleed size	236mm deep x 186mm wide
Trim size	230mm deep x 180mm wide

(Please be aware the bleed is 3mm. Also all text and logo elements should be at least 7mm inside the advertisement trim edges)

The Superyachts

DOUBLE PAGE SPREAD

to be supplied as single full pages

FULL PAGE

Bleed size	306mm deep x 229mm wide
Trim size	300mm deep x 223mm wide
Type area	275mm deep x 195mm wide

(Please ensure all text and logo elements are at least 7mm inside the advertisement trim edge)

Futureyachts

DOUBLE PAGE SPREAD

to be supplied as single full pages

FULL PAGE

Bleed size	306mm deep x 236mm wide
Trim size	300mm deep x 230mm wide
Type area	275mm deep x 200mm wide

(Please ensure all text and logo elements are at least 7mm inside the advertisement trim edge)

TECHNICAL REQUIREMENTS

Important material requirements for all publications

1. An ISO39L cromalin. We cannot colour match without this.
2. Press-ready materials in the following file formats: pdf, tif or jpg with all images and fonts embedded. Images must be at least 300 dpi and CMYK only.
3. ANY ADVERTISEMENTS SUPPLIED WITH PANTONE OR SPOT COLOURS WILL AUTOMATICALLY BE CONVERTED BY US TO CMYK. THE PUBLISHER WILL NOT TAKE ANY RESPONSIBILITY FOR COLOUR VARIANCE THIS MAY CAUSE. COLOUR BARS SHOULD BE OFFSET BY 6MM.
4. If crop marks are not included on the files supplied we cannot guarantee the position of the advertisement on the page.

PRODUCTION CONTACTS

For production enquires regarding Boat International, Dockwalk or Boat International Russia magazines or The Superyachts book, please contact:
LISA KENNETT – ADVERTISING PRODUCTION CONTROLLER
Telephone: +44 (0) 208 545 9345 Email: lisa.kennett@boatinternationalmedia.com

For production enquires regarding Boat International US Edition, please contact:
TIM HARTNEY – ADVERTISING PRODUCTION CONTROLLER
Telephone: +44 (0)20 8545 9339 Email: tim.hartney@boatinternationalmedia.com

ADVERT DELIVERY INFORMATION

To email your files as attachments, please send to the relevant production contact. The file size limit is 15MB. To upload your files to our FTP server, please contact us for further information. To supply your file on disc and/or send colour reference guides by mail/courier please send to:

PRODUCTION DEPARTMENT

Boat International Media,
41-47 Hartfield Road, London SW19 3RQ,
United Kingdom